A SYMPHONY IN BRICK

The Architects for this Music Hall wisely chose Face Brick to express in color and texture the leisure and grace of this outstanding example of modern architecture.

The Face Brick used are of a sand mould type ranging in colors from a soft, light, cream, or sand shade through light tans, buffs, hennas, rose, soft pinks with a suggestion of lavender, and tones of brown. The texture is that of a luxurious velour. All the loveliness of a fine old oriental rug is exemplified by the exterior walls of this structure.

No other facing material can so truly interpret the Architect's perception as the proper use of Face Brick.

JOHN H. BLACK CO., Buffalo, N. Y.
The Belden-Stark Brick Corp., New York City
American Hard Wall Plaster Co., Utica, N. Y.
EDITORIALLY SPEAKING

“Our own objectives are clear: The objective of smashing the militarism imposed by war lords ... the objective of liberating subjugated nations; the objective of establishing and securing freedom of speech, freedom of religion, freedom from want and freedom from fear everywhere in the world.”

Franklin D. Roosevelt

“Here’s to 1942 ... Here’s to a year of toil ... a year of struggle and peril ... and a long step forward to victory.”

Winston Churchill

Succinctly, the leaders of America and Britain outline our war objectives and forecast 1942. Our immediate problem is to adjust ourselves as quickly as possible to the crisis, that we may give service and that we may survive.

CIVILIAN PROTECTION

Taking the motto of Rotary, "He profits most who serves best", may I point out to you the opportunity of the architect on civilian defense. Elsewhere the State Committee for 1942 is reported. I commend to you earnest and careful study of the problem. Horace Peaselee is the chairman of the A.I.A. committee and will orient the program in the United States, working in turn through district representatives. New York State, with New Jersey and Delaware, is Region Number 2 of which Stephen F. Voorhees is the leader. We may expect shortly to receive definite recommendations from Mr. Peaselee as to the best courses of procedure. May I suggest that many organizations are anxious to learn what England has done and we should do. You may secure from the chairman of your constituent organization ample data for an interesting hour’s talk. Have a copy of your remarks typed for the press, even if you do not read them verbatim.

PUBLIC RELATIONS

A strong, active, state-wide committee on public relations is to be appointed. I shall be happy to hear from all of you who are willing to serve. This month we introduce the first of a series on the subject by that able and experienced campaigner, D. Knickerbacker Boyd. Many profound changes are to be experienced before the close of the war. It is up to us to support the government to the limit, but we must not lose sight of what we are fighting for. Freedom for architects includes the right to practice. Gold public relations will maintain that right, and many of us hope they will increase our possible fields of activity.

MEMBERSHIP

At this time, when each needs so urgently the aid and assistance of his fellows, we should stress the advantages of membership to every architect. Every football coach will tell you there is a better team in the stands. That is true of our own organization. Almost two thousand architects in the state are NOT members. Will not each of you accept the responsibility of securing one member?

J. W. K.

WILLIAM TILDEN KOCH HONORED

As a result of the letter ballot conducted among the members of the Board of Directors, William Tilden Koch, a faithful and hard working member of the Bronx Society of Architects and of the New York Society of Architects, was elected to fill the vacancy in the office of vice-president.
LEGISLATION

THE WASHINGTON SCENE

There is much cooking at Washington, and Washington is the Voice and the Hub. The initiating will originate there. All the Theoreticians, the Congressmen, the Senators, the Officials, the Administrators and the Agencymen and the Pressuremen are dropping their ideas into the hopper. Some progressive legislation will result very soon for we live in a world of quickly changing economies. There is much work to be done, more, I think, than we private Architects could turn out under forced draft. And yet many of our offices are idle.

In the hopper is a proposed revision of FHA's Title VI intended primarily for large scale houses by well financed operators (insurance companies?), where the entire capital investment cost, as well as low interest rates for ten years, will be guaranteed. Priorities on Title VI will be automatic.

A note to remember on this and the following paragraph is that Authorities are favoring houses for rent over houses for sale.

Representative Lanham's Bill (HR 6128) finally passed the House after opposition and now goes to the Senate. There was some bowing to the private Architects, perhaps in response to your letters and telegrams, but the MUST employment was not included. It is, however, permissible to employ private Architects and the Administrator has promised to do so, but as some Congressmen in debate pointed out, Administrators are shifted quickly and the new one is not bound by the promises of the former Administrator. This bill carries an appropriation of three hundred million ($300,000,000) dollars, for permanent housing. And one hundred and fifty million ($150,000,000) dollars, was also appropriated for community facilities in defense areas where there is a shortage. At this writing the Senate Committee on Education and Labor, Senator Thomas, Chairman (Utah) has this bill under consideration. There is another appropriation of three hundred million ($300,000,000) dollars, without restrictions for semi-temporary demountable defense housing. Both anticipate a thirty-five hundred ($3,500) dollars, unit ceiling. The bill is now in conference.

In connection with government housing the OPM has approved a simplified plumbing system which saves some 45% piping and cost. Another note in passing; a simplified housing Agency setup is in the offing. We now have twelve Agencies responsible for housing.

Watch Commissioner Reynolds of the Public Building Administration. He will be a factor. And, have you heard that Supervising Architect Louis A. Simon of the Public Building Administration is retiring after 45 years of continuous service in that Agency. Yes, Administrator Strauss USHA has resigned; some say due to pressure from Congress and some say because of friction with other Agencies.

In the Future: Legislation will contain — both Albany and Washington News.

Considerable long range industrial and economic planning is in the hopper too. After preliminary work has shown the need it is the intention of some bills (Union 502) to allot funds for planning preparation and survey shown to be in accord with community and national development, and also in accord with security and defense. These bills would create a new Agency; tentatively the Public Works Project Administration (consolidating perhaps the functions of WPA and FWA) which Agency would supplant some existing federal and local governmental Agencies. Outside supervisory personnel may be employed. These bills also seek to cushion unemployment. Federal domination of design and planning and of existing local governmental staffs is not contemplated. Federal funds are to be advanced. Repayment to the extent of 45% is required from the communities improved. These bills have much strong support in and out of Government. Hearings are scheduled for the middle of January under Senator Thomas. See also S 1617, HR 5638.

In preparation and something to watch in another bill of astronomical dimensions, effectuating public works. It is based upon studies of economists in the Federal Reserve Board. It seeks to stimulate healthy growth and correct among other things speculative inflation blight; and excessive and ill-advised zoning out of key with realistic constructive conditions. It is novel in that Washington would be repaid from a part of the increased earnings derived from the land and in its eminent domain clauses. The land title would be perpetually vested in the communities but they could execute long term leases for private building conforming with the adopted and Washington approved general community plan. The FHA may also be an insuror of housing thereon.

Brevities: To better serve their members the Producers Council now has their main office at Washington, D. C., and the Home Builders Institute of America, in convention at Detroit did adopt a progressive program and raised fifteen thousand ($15,000) dollars, to carry on with at Washington. Mr. Hugh Potter represents them there. Not so progressive a plank was their recommendation to eliminate the Architect. Of course, some Congressmen feel the same way and some others do not.

The Senate received the McLaren Bill on January 6th, authorizing a forty million ($40,000,000) dollar office building program in Washington.

This résumé, Dear Confrère, is intended to start you on your own research. I would appreciate and acknowledge any information you send me and it will be welcome in any form, from pencil on scratch pad, to private printing on hand made rag paper.

To answer your thought: Oh, Yes, there will always be Architects, more in the world open before us than in the complacent world just ended, because there will always be Society and it demands for a more secure and a better place in which to live and work will ever increase.
Harold L. Ickes, on October 14, 1940 gave the dedicatory address when the Memorial Auditorium was thrown open to Buffalo's public for the first time. Mr. Ickes, whose time is now taken up with murmurings concerning fuel consumption, in his address that day spilled various amount of praise on Mr. Roosevelt, then bent on his third term, the then Mayor Thomas L. Holling, the Democratic Party in general, and incidentally some of the craftsmen responsible for the design and construction of the $2,700,000 structure which now serves as a fitting and lasting memorial to Buffalo's World War dead.

Incidentally, the firm of Green & James came in for its share of the encomiums tossed about by Mr. Ickes. We heard quite a lot about the auditorium's artistic value, etc. We received praise to that effect in the press, and many of our friends presented their personal kudos to us, for the most part reiterating the aforementioned "artistic" achievement.

For a few days we went about hearing this same sort of compliment until we might have believed we were some sort of architectural Picasso or blueprint Beethoven except for the fact that we knew positively the opposite. We knew that the success of the design for Memorial Auditorium was not because of any sudden flight of architectural inspiration, but the harvest of many hours of hard work poring over minute details, where a fraction of an inch deviation might have sounded like a decision to move Grant's Tomb, and to the perfect cooperation of the Mayor, the Common Council and the Commissioner of Public Works.

Many times architects do public work under the supervision of well meaning officials who, unfortunately, have no engineering or technical background. We were extremely fortunate in this instance to have as Buffalo's Commissioner of Public Works, Louis A. Harding, a capable engineer who recognized our problems and facilitated much of the red tape which does occasionally crop up in municipal jobs.
the cost of $83,000 for the piles without materially impairing the workability of the plan.

Before the building design was completed we took a trip around the country and visited several large, modern auditoriums in order to get a first-hand view of what we might use, and also to profit by any mistakes in architecture we might find. We looked at buildings such as the Chicago Arena, Cleveland Arena, Cleveland Auditorium, Maple Leaf Gardens in Toronto, the Milwaukee and St. Paul auditoriums and Madison Square Garden. The Memorial Auditorium is like nothing we observed on that trip.

One decision we made which subsequently was approved by the Government and the City was to construct the building face of Indiana limestone instead of brick, as was called for in the preliminary specifications.

The decision to switch to stone naturally increased the cost more than somewhat. Again we combed the plans, snipped a bit off here, another slice there, and thereby again made possible an improvement in the final picture without adding anything to the estimate. In spite of the two major changes in design we were able, and we're particularly proud of that fact, to still finish the building within the planned cost.

When asked what he thought was the building's outstanding feature, a member of the City Council replied: "The fact that it was built within the estimate!".

One of the outstanding features of the building is the "floating" hockey rink. Buried beneath the terrazzo floor of the arena is more than twelve miles of one and a half inch pipe through which a scientific refrigerant misses. Water sprinkled on the floor freezes solid within four hours. To remove the ice a warmed solution passes through the pipes and the slush goes into sewer openings.

It can accommodate any event which can be staged in New York's Madison Square Garden. For boxing and wrestling 13,692 persons may be seated, and 10,856 for hockey. Basketball and tennis matches may be viewed by 13,142 and 13,248 can be seated for conventions and stage shows.

The main arena can be level or inclined, according to the necessities of the transient tenants. The auditorium covers an area 262 by 422 feet, and contains 110,000 feet of exhibition space. There are no windows in the main hall, which keeps at a minimum the outside noise from seeping in and allows for daytime presentation of shows which need absolute darkness for efficient, maximum effect. Every seat affords an unobstructed view of the entire arena.
AUDITORIUM

A railroad siding as well as a truck entrance services the building at ground level. They are connected with the lower floor and main arena level by concrete ramps, insuring swift, efficient passage of merchandise or livestock in the case of circuses, rodeos, etc., or large pieces of scenery and equipment for other types of shows.

The basement exhibition hall contains 50,000 square feet for exhibitions of conventions, or storage of livestock for circuses, etc. The assembly hall on the second floor is 85 by 107 feet, with a permanent stage, and seats about 2,000. A dozen committee rooms, twenty dressing rooms and two kitchens are available for tenants. Three lounges, approximately 3,500 square feet each, also are included.

A promenade sixteen feet wide encircles the entire arena. Drinking fountains are located advantageously. The main foyer, located at the Terrace entrance, has terrazzo floors, marble walls and decorative plaster ceiling and cornice. The main box office and three auxiliary box offices are located in the foyer. On the Main Street side is located another foyer entrance.

The entire building is artificially ventilated. The ventilating system in the main hall is so designed that fresh air blows in from overhead, forcing its way downwards and out at three levels. That was done in order to prevent smoke clouds from rising to the top of the hall. It is drawn out from behind the seats, and does away with the traditional blue haze which has always hung over and around the ring during prize fights and other exhibitions.

We found in other arenas, a problem occasionally arose when the humidity attained a certain mark when the ice rink was in use, a fog gathered above the ice making it difficult to see plainly, an irritating situation for a spectator. We correct that by shutting off the overhead air intakes and operating the exhaust fans at the three levels, thereby slightly rarifying the air, enough to disperse the fog instantly.

The entire building has been designed to meet the fullest requirements of the National Board of Fire Underwriters. It can be emptied from its fullest capacity in three minutes!

Probably the capacity crowd of its history was accommodated when Wendell Willkie spoke in the main arena during his presidential campaign. More than 18,000 people jammed the buildings, and many more heard the Republican nominee from loudspeakers hung outside. Federal Bureau of Investigation men for days had planned for Willkie's appearance. They thought he would drive to the rear of the building and walk to the speaker's platform. You may imagine their surprise when the limousine in which Willkie rode was driven up ramps and directly to the platform. He had but to climb four steps and he was ready to speak.

Col. John Reed Kilpatrick, President of Madison Square Garden Corporation, was in Buffalo several months ago and decided to inspect the building, of which he had heard much from competent observers. Thomas J. Reese, head of the Stadium and Memorial Auditorium Board, and Albert F. Ryde, member of the Board, met him at the railroad station and drove him to the auditorium. He was driven in the back way, up a ramp and through the building. When the car was stopped a door was whipped open directly in front of the Colonel as he alighted. In front of him was the entire expanse of the main arena. After his inspection tour Col. Kilpatrick, while noting that it is slightly smaller than Madison Square Garden, admitted it is more beautiful and modern, and expressed the wish that a similar auditorium was located in Manhattan.
When a woman collapsed of a heart attack recently in a seat near the top of the building an ambulance was called. It drove up three ramps to approximately the level of the seat the stricken woman was occupying. She was whisked to a hospital and revived.

MEMORIAL

Sonja Henie, whose ice extravaganza played to 60,000 paid admissions in five days during a Buffalo visit, publicly expressed the opinion that Memorial Auditorium is the most beautiful and efficient arena ever to house her huge show.

The New York Herald Tribune's basketball expert, Everett B. Morris, recently eulogized the "beautiful basketball setup of Buffalo's Memorial Auditorium", in his daily column in that famous publication.

The building was planned to utilize a minimum of manpower. The work of changing the arena over from one sport or activity to another is accomplished in an amazingly short time. When a recent rodeo completed its week-long run midnight, the foot of earth had to be taken from the floor, loaded onto trucks and carted away so that the floor could be prepared for the next night's hockey game. At seven in the morning the first portion of the rink had begun to freeze.

Following a six-day bike race the carpenters had not completed tearing down the circular track when the first had already been frozen!

That it has become a popular adjunct to the city's activi-}

**CONTRACTORS, SUBCONTRACTORS, AND MATERIAL**

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<td><strong>EMPIRE STATE ARCHITECT</strong></td>
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AUDITORIUM

When the board made its report on finances to the Mayor Joseph J. Kelly, for the first six months of the fiscal year the revenue to the City from Memorial Auditorium exceeded the operating expense by $37,593.96. Chairman showed the Mayor a total earned revenue of $75,356.07 first an operation and maintenance expense of $37,742.11. Total of 552,577 persons paid admissions to the various events held in the auditorium.

Of that figure, $63,536.43 was in rentals; $11,085.42 in refreshments and other concessions and $714.22 in reimbursable expenditures.

It was rented 136 nights during the six-month period for conventions, meetings and rallies; six dinners, dances and scales; twenty nights of ice shows; seventeen roller derby nights; twelve wrestling and boxing shows; thirteen professional hockey games and for miscellaneous rodeos, amateur hockey, basketball and other events.

After more than a year of operation it gives us an immense point of satisfaction, both personal and professional, that building, constructed to our design and with excellent management has, unlike many similar public projects, found itself almost immediately on a sound, efficient financial footing, and has become the focal point of the City’s indoor entertainment. We’re proud of it. You will pardon our lack of undue modesty while we sit back and revel for one minute in it before going on with our other work.

Ho BUILT THE BUFFALO MEMORIAL AUDITORIUM

Heating and Air-Conditioning
E. J. Leary
47 Stanley St. Buffalo, N. Y.

Interior Face Tile
Globe Plaster Co.
1 W. Huron St. Buffalo, N. Y.

Wood Platforms
William Henrich’s Sons Co.
Spring St. Buffalo, N. Y.

Linoleum Floors
Hoddick & Taylor, Inc.
W. Eagle St. Buffalo, N. Y.

Fire Protection Equipment
American Allsafe Co., Inc.
15 Niagara St. Buffalo, N. Y.

Ready Mixed Concrete
Buffalo Gravel Corp.
Hudson St. Buffalo, N. Y.

Mason Materials
Bray Brothers, Inc.
Lot of Albany St. Buffalo, N. Y.

Terrazzo, Marble and Tile
De Spirt Mosaic and Marble Co.
5 E. Delavan Ave. Buffalo, N. Y.

Electrical Installation
Buffalo Electric Co., Inc.
75 W. Mohawk St. Buffalo, N. Y.

Chicago Pump Co.
Gardner F. Erdle
374 Delaware Ave. Buffalo, N. Y.

Cinder Block and Tile
Anchor Concrete Products, Inc.
1375 William St. Buffalo, N. Y.

Automatic Temperature Regulation
Johnson Service Co.
503 Franklin St. Buffalo, N. Y.

Fenestra Steel Window Installation
Eugene F. Lerch
259 Delaware Ave. Buffalo, N. Y.

Heat and Frost Insulation
E. J. Eddy, Inc.
17 Terrace Buffalo, N. Y.

Peerless Unit Wood Blocks
Yaeger Floor Company
Rochester, N. Y.

Metal Toilet Partitions
The Mills Company, Inc.
965 Wayside Rd. Cleveland, Ohio

EMPIRE STATE ARCHITECT
PUBLIC RELATIONS

ANNOUNCEMENT

THIS MONTH, and we hope in other months to follow, the Empire State Architect is pleased to present a page on Public Relations prepared by D. Knickerbacker Boyd.

His activities in promoting for many years a better understanding among all elements in the building industry and its public, have become articulate during the past twelve months through the medium of PENCIL POINTS.

We consider ourselves fortunate to have Mr. Boyd give us, even on a temporary basis, this page of worthwhile suggestions and comments. In the hope that this may be continued and still further expanded—or that similar services of an equally qualified person may be arranged for, if so determined—we call attention to the Special Notice and Return Slip on page 13.

In this attempt to, at long last, make provision to engage the services of an outstanding man upon whom the responsibilities can be laid for the general direction and continuous follow-up work in advancing our cause, we are being joined by architects in Pennsylvania, Maryland, District of Columbia, New England and New Jersey.

PUBLIC RELATIONS IN INDUSTRY

Some years ago an official of the Federal Government speaking of an important basic industry which was then suffering from its failure to recognize competition from substitutes, said to me, "the trouble is, Mr. Boyd, their products used to be 'bought'—now they have to be 'sold', and the industry does not yet realize it". Since then through an enlightened and energetic campaign of service, "public education" and literature, the products of that industry are in renewed and even greater demand than previously.

Is it not true that the services of architects for many years have been going through the same kind of encroachments upon their proper but misunderstood field? And that, through a prompt realization of the necessity for collective action and individual participation in civic affairs, and by providing the necessary informative documents, we could find that we have automatically "sold" comprehensive Architectural Services to the public as an indispensable commodity.

PUBLIC RELATIONS, 1942—NOW!

"It seems to me that at this time when many of us are out of a job, or soon will be, at this time when our communities and our nation are in need of the personal support of every citizen—at this time, when we have the time, and have every incentive as well—this is the time to do Red Cross work, to take a hand in good government, in clean politics, in social betterment, slum clearance, in church work, in education. I believe that right now, if we want our profession to have its indispensable place through the uncertain days that are coming—if we want our profession to have its place when peace comes again—and if we want individually to take our part when there is so much dire need—we have got to make use of every opportunity to gain and to hold the respect and the confidence of the public by public service."

—William Orr Ludlow.

INDIVIDUAL PROMOTION OF PUBLIC RELATIONS

"It is axiomatic that the architect must inspire confidence in his client, but the architect must not stop with the client.

He must project himself on to public boards, whose duty it is to advance public causes, regardless of whether the board serves with or without pay. The interest of the public must be held supreme. A program for educating the architect along these lines is needed. Public education follows naturally."


ARCHITECTS SERVICES PRAISED

Roger Balson in a Current Circular to His Clients pays Tribute to Architects and the Value of Their Services to Their Clients, Thus:

"Do you worry? ... Are you often wondering what to do? ... bewildered? ... perplexed? ...

"You don't have to worry. For the successful man is the one who has the knack of getting other people to do his worrying for him.

"He employs an architect to worry about building his plant and then gets a superintendent to worry about running it ... and a sales manager to worry about selling the output. His dentist worries about his teeth, his lawyer about his will and his golf-pro about his slice. He lets his wife worry about the house affairs while the school-teachers worry about his children.

"All in all, the more people he can get to worry about his problems, the more successful he will be.

"Yes, it pays to let someone else do your worrying..."

FASHION EXPERT CRITICIZES ARCHITECTS

"The architect of today is suffering a tremendous eclipse in public favor because his concept is wrong in his relations to his profession. The architect still thinks of a building as a matter of mass in relation to space; in other words as sculpture, while a building, particularly a home, today is as Corbusier aptly termed it, a 'machine for living'. Were the architect to face himself with his problem from that point of view, then he would proceed to assemble the various parts of this machine for living and cover it all with an outer which would house it efficiently and perhaps even esthetically."

From "Retailing" Weekly Newspaper.

CALIFORNIA EXPERIENCES

Our experience is paralleled by that of several other professional organizations who have undertaken paid media on a continual basis. Radio is a valuable instrument if utilized in the right way and in accordance with our professional standing. But attempts to achieve the financially impossible will, if persisted in, inevitably lead to disappointment, indebtedness and the discouragement of future effort.

We realize that problems resulting from years of neglect by our profession cannot be solved within a day. We do not expect any staggering immediate results from our activity; our program is not a 'sales drive'. Our real concern is to build up a long-range public relations program which will be financially solvent, will be of lasting value and will have the confidence of our members, of the building industry and the general public. We are confident that this can be done.

By Norman K. Blanchard, Chairman.
Public Relations Committee.
State Association of California Architects.
Northern Section.
WHY JOIN A PROFESSIONAL SOCIETY?

by Frederick J. Woodbridge

Any number of reasons can be given for joining a professional society. Theoretically and altruistically there are no good reasons against joining. Frequently, however, one encounters strong objections on the part of those approached to become members. These objections generally arise from misunderstanding of the purposes and functioning of societies or from prejudices often based on rumor, or from actual failure of societies to live up to their avowed aims. To deal with their negative arguments first it will clarify matters to list them bluntly. The two charges most frequently heard are first, that young men never have a chance and that professional societies are run by a small clique of successful men for their own advantage. Of course, these two complaints go together and are occasionally true. They are not, however, good arguments against joining a society. It is always possible, granting intelligence and energy for young men to make themselves heard, and to exert influence. In a short time they will discover they are helping to run things. It is only because shyness or laziness that anyone with something to say doesn't get a chance.

It may sometimes be necessary for a group of young men to form a bloc and fight for their beliefs, but this a condition by no means peculiar to professional societies. When such energy and intelligence is in operation the second complaint is answered as well. With a determined group interested in advancing a common cause, there is small chance of a small clique using the society for their personal gain.

Two more objections are important. One is that societies often tend to become mutual admiration clubs or stuffed shirt academies. This is not a necessary or inurable evil. The adherence to good objectives, like liberty, requires constant vigilance. The other is more serious and is an inherent part of group activity. It is the commonsense of democratic action. A certain amount of this cannot be avoided and patience and clear thinking are needed in dealing with it. This, again, is not peculiar to professional societies.

There is a variation of the idea that young men don't have a chance that is connected with the ethical standards set forth by some societies. For instance in the case of The American Institute of Architects it has been established that promiscuous furnishing of free sketches is not proper practice and that it is improper to take part in free for all and unauthorized competitions. Some young men feel that these restrictions make it impossible for them to get a start. This is an understandable but a mistaken idea. These particular restrictions, like other items in many codes, are based on long and often bitter experiences. In practice failure to comply with such principles weakens the position of both the architect who flouts the code and his colleagues, and in the end really destroys his ability to render professional service. He becomes a salesman or merchant in a cut-throat market and ceases to be a free agent able to give disinterested and respected professional advice.

Other objections there may be, but they stem from self-centered ideas of an individual or from individualistic characteristics which are not important in a general discussion.

The positive arguments are based on ideas of opportunity, duty, progress and service. Nearly every professional organization states its objects in such terms. "To join together in fellowship and to promote the profession of . . . . . . . . . . . . . . . . . . . . . . . . . that it may be of ever increasing service." This is the type of noble language with which societies begin their constitutions. It is easy to make fun of this language, and too often the noble ideals are forgotten. Yet how else are the objects to be stated, — and what better objects are there? In the first place in the world today it is increasingly more difficult for the individual to get along on his own as a lone wolf or rugged individualist. If he is clever he may succeed materially, but in more lasting terms he needs association and collaboration with his fellow workers. There is no question that we are in rapidly changing times. The practices of professions, the techniques, the needs, the problems and their solutions are changing rapidly. This is a condition likely to produce chaos. It makes vitally important the closest possible kind of cooperation of professional men. This is important not only in their own interests but in the interest of the community as a whole.

At this point it is perhaps pertinent to emphasize the character of professions. In spite of tendencies in one direction or another, professional men are distinctive in that they primarily give a personal service. There may be or less business and management in any profession, but the unique quality in architecture is this service, expert advice, trained and discriminating taste, far-sighted consideration of problems, planning above all. The professional man should be primarily interested in his profession and should be to a great degree dedicated to it. We all have to live and we all want to live as well as possible, but the mere making of money cannot be the primary concern of a truly professional man without affecting his professional character. It is therefore part of his obligation and responsibility to society to make his profession as good and as useful as possible. This is something that he cannot do alone. Through professional societies, however, there is a great opportunity to perform this service. In fact they are the only means yet discovered for such accomplishment.

This conclusion really rules out the perennial question "What will I get out of it?" This is not a proper question for a professional man to ask — at least to begin with. It can be asked properly only after the opportunities, responsibilities and challenges have been sought and accepted. When the question "What can I do that will help?" has been answered then what the individual gets out of it can be evaluated. To begin with if an individual does his part in a society he knows he will not have to walk alone. The joining together in fellowship becomes very real. Help is at hand if needed. Furthermore the interchange of ideas is a continual source of stimulation and even inspiration. Then there is the satisfaction of duty well done and of making a contribution to the profession and society. These are all rather idealistic benefits, but unless such things are important there is small hope for the future of mankind.

At the present time there are definitely more material considerations to be dealt with. Professions as a whole comprise but a small part of the population and the architects but a small part of all the professions. There is a definite trend toward complete disregard of professions as independent fields of activity. It is, of course, possible that our methods of practice may change radically from all to which we are accustomed. We should be liberal minded enough to adapt ourselves to any changes which are necessary and good. But we do not want changes thrust upon us over which we have no control at all and for which we are totally unprepared. The individual is helpless by himself in the face of world changes. It is only by cooperation, concerted and disinterested thinking and unified action that any impression can be made on the course of events. There is no better way of accomplishing these ends than by joining a professional society and taking an active, serious, unselfish and persevering part in its activities. There are plenty of trials and tribulations and much exasperation to be met, but all that is true of life. On the other hand there are problems to be solved, services to be performed, and a better world to be made. These are things which we must do together and things which can be done together. Let us all, therefore, unite and by our united efforts do our part to make better and more beautiful the shape of things to come.

EMPIRE STATE ARCHITECT
AMONG THE CONSTITUENTS

by Sidney L. Strauss

NEW YORK CHAPTER A.I.A.

The topic of the next meeting of the Chapter will be "Architecture as a Commodity".

The associates of the Chapter are arranging a forum and Benjamin J. Rabe is recruiting speakers among the associate members. Messrs. Bissell, Clarkson, Petroff, Shelov, Swinhorne, Tyler and Wareham and Miss Pepper have signed up to speak.

This will be a dinner meeting to be held on January 27, at the Architectural League.

A record attendance is looked for.

THE BRONX SOCIETY OF ARCHITECTS

The December meeting of the Bronx Society of Architects was the occasion for the installation of the newly elected officers and this ceremonials was expertly handled by Robert Teichman, the newly elected President of the New York Society.

Thomas Dunn, the President elect, accepted his responsibilities in a most gracious manner. With the President, William Cain was installed as first Vice-President, Samuel J. Kessler was installed as second Vice-President, Samuel A. Hertz as Secretary and William Shary as Treasurer.

The members enjoyed a talk on the "Architect's place in Defense" given by Matthew Del Gaudio, one of their distinguished colleagues.

A most appetizing buffet supper with liquid refreshments was served after the ceremonials and a good time was had by all.

QUEENS SOCIETY OF ARCHITECTS

The annual dinner of the Queens Society was again a howling success with some 250 members and their guests attending.

The entire slate of officers, headed by Raymond Irrera as President, were installed by William Wilson, Commissioner of the Bureau of Housing and Buildings of the City of New York.

A goodly number of city officials and visiting dignitaries were very much in evidence. Architects from all societies in the metropolitan area attended in delegations headed by their respective officers.

NEW YORK SOCIETY OF ARCHITECTS

The annual dinner of the New York Society was held on December 9th, at the McAlpin Hotel. The society was graced by the attendance of Jim Kideney, President of the State Association, and practically the entire roster of Directors, who were in session on that day in New York.

Commissioner Wilson installed the newly elected officers for the coming year as part of the program. The new officers headed by Robert Teichman as President are: Henry E. Lion,

(Continued on Page 15)
PRELIMINARY REPORT ON PUBLIC RELATIONS

"The plans and specifications must be contractual documents made sufficiently clear, by dimensions, door and window sizes and need not necessarily be prepared by an architect."

The above, (underlining ours) is an exact quotation from a circular letter to:
Financial Institutions, Lumber and Supply Houses, Builders and Developers
by the state Director of the Federal Housing Administration in a state where it is a legal offense to build unless the drawings have been prepared by "an architect or engineer registered to practice their profession".

Such misstatements, and others which work injury to our profession and to the public, need alertness on the part of some one designated to observe, follow-up, and have them corrected. In this case the Board of Examiners were called upon by an Architect who specializes in Public Relations and the objectional statement was withdrawn.

Some of us who are convinced that at last such matters shall be attended to and that architects, allied professions, and the building industry must secure greater recognition and additional work, with resultant benefits to the public, have set up the preliminary informal Committee here named. Its purpose is to arrange, if possible for a Public Relations Program and to secure a competent person to conduct it. After considering all phases of the subject and the names of those best fitted, in our opinion, to assume the duties indicated and upon whom the responsibilities can be laid for the general direction and continuous follow-up work in advancing our cause, we nominate, for your consideration D. Knickerbacker Boyd, Architect and Public Relations Consultant, a past Secretary and Vice-President of the A.I.A. and the founder and first President of the Pennsylvania Association.

An uncompensated servant of the profession, the building industry and the public for many years, Mr. Boyd, has assembled a vast amount of data which, with his especial experience preeminently qualifies him to undertake this important mission, upon which he has always worked with unflagging energy and enthusiasm. Two years ago, Mr. Boyd prepared a "Program for Public Relations" which has been receiving country-wide attention. Since then it could be well augmented by some still more direct war and post-war Victory activities. During 1941 he conducted the Public Relations Section in PENCIL POINTS, which received much commendation and brought him almost to the point of becoming, on an all too modest compensation, a Public Relations Consultant to the profession at large.

We have conferred with Mr. Boyd who greatly appreciates this compliment. He agrees, if selected, to finish booklets on the real value of architectural services and other documents and to conduct a Public Relations Campaign to the satisfaction of this committee and others qualified to determine policy and procedure, for a reasonable compensation, which with the necessary funds for the printing of the documents and travelling or other expenses will be determined by the extent of favorable replies received by the Committee.

Will you or your firm be willing to subscribe at least $1 a month for 1 year — or, if you can afford more, from $25.00 to $100.00 to insure a good start of this program? If so, please indicate your favorable decision on the slip with the understanding that your promise is contingent upon enough other promises to warrant the Committee going ahead.

This request is limited for the present to the Atlantic States from Maine to the District of Columbia. Mr. Boyd agrees to direct and accomplish, with the cooperation of all, much dignified but forceful public relations work, (as outlined in his summary first published in the Michigan State Society Bulletin) concerning which all subscribers will be kept in touch. We hope that you will be one of us in this important undertaking.

PRELIMINARY COMMITTEE

NEW YORK STATE
Matthew W. Del Gaudio, Treas., N. Y. State Assoc. of Architects
Clement R. Newkirk, Reg. Director, Amer. Inst. of Architects

NEW JERSEY
Herbert W. Moffett, Newark, N. J.

PENNSYLVANIA
Edwin H. Silverman, Pres., Penna. State Association
Sydney E. Martin, Pres., Philadelphia Chapter
John Hunter, Jr., Altoona, Pa.

DELAWARE
Alfred V. duPont, Wilmington, Del.

MARYLAND
Frederick A. Fletcher, Baltimore, Reg. Dir., Amer. Inst. of Arch.
John K. Cross, Pres., Washington Section, Maryland Assoc.

WASHINGTON, D. C.
Howard L. Cheney, Washington, D. C.

Address all replies to M. W. Del Gaudio, 545 Fifth Ave., New York, N. Y.

RETURN SLIP

(Please detach and return before Feb. 16th, 1942)

To: Matthew W. Del Gaudio, Treasurer
New York State Association of Architects
Address: 545 Fifth Avenue, New York, N. Y.

Contingent upon a sufficient number of favorable replies being received from others to warrant the informal Committee organizing and proceeding with this Public Relations Program as outlined in the January 1942 Empire State Architect — I agree to send in upon request:

$ 1.00 per month for 12 months,
(12.00 at one time)
$ 25.00 per year Payable
$ 50.00 per year Payable
$ 75.00 per year Payable
$100.00 per year Payable

(please give the date on which you desire to make payments)
I approve of this idea and will assist in any way within my power or ability and prefer to serve as

As Public Relations Counsellor, I vote for
(D. Knickerbacker Boyd)

☐)

Signed

Address
THE SECRETARY SPEAKS

by John T. Briggs

This is the story of the annual meeting of the Board of Directors. No sooner had we assembled than did the Directors unanimously, upon the motion of Secretary Briggs, send telegrams to President Roosevelt, Governor Lehman, and Civilian Defense Coordinator LaGuardia, on behalf of this Association, tendering to those leaders our special skills and facilities in all out aid to our Country. Copies of these telegrams were then dispatched by messenger to the Executive Committee of the Institute, in session that day in New York City, acknowledged later in the day.


President Kidney then read the report of Mr. J. Russell White, Chairman of the Committee on RECREATIONAL PLANNING IN COOPERATION WITH THE NEW YORK STATE HIGH SCHOOL ATHLETIC ASSOCIATION for the year 1941, in which he stated that action was in a state of flux between the Committee and the State Regents.

Chairman Del Gaudio came next with a report of the LEGISLATIVE COMMITTEE. Because assistance and advice from constituent organizations have not been forthcoming, the work of this Committee has devolved upon Mr. Cantor, Mr. Briggs and himself. Mr. Cantor added that he could not stress enough the advisability of having a definite legislative program carefully formulated and adequately presented to protect our existing rights. Mr. Briggs said all efforts of Legislators and Architects will be concentrated on plans for Victory, and that we must be alert to have assigned to the private Architect those tasks for which he alone is peculiarly skilled and experienced. The Committee has been empowered to act for the Association on all measures introduced. It will send out ad interim data and suggestions when required. The 1942 Legislative Committee subsequently appointed is: Matthew W. Del Gaudio, Chairman, John T. Briggs, Maxwell A. Cantor, Albert G. Clay and Frederick G. Frost, Sr. A new method of information will be tried. Resumes of bills will be published in the EMPIRE STATE ARCHITECT with comments and the legislative committee's action.

Chairman Lescaze, RADIO PUBLICITY COMMITTEE, requested the discharge of his Committee, with the return of funds to the subscribers and the inclusion of radio activities in an all-embracing new PUBLIC RELATIONS COMMITTEE.

Chairman Stevenson of the CIVILIAN DEFENSE COMMITTEE spoke well and carefully, stating that much work had been done gropingly, because of the confusion and the lack of indicated direction by the OFFICE OF CIVILIAN DEFENSE. A new Committee has been formed by the Member Bodies and by President Kidney. On January 2, 1942, he appointed: Paul H. Harbach, Ralph E. Winslow, Leonard A. Waasdorp, Stanley A. Pennock, George B. Cummings, Paul F. Jagow, Sidney L. Strauss, Martyn N. Weinstein, Adolph Mertin, Chester A. Cole, Robert Teichman, Geoffrey Platt, Thomas Dunn, William Cain, Paul B. LaVelle and John T. Briggs.

Mr. Boyd of Philadelphia and Washington, (Pencil Points, Public Relations D. Knickerbocker Boyd) was then introduced. He spoke of the value of a public relations program. One method he suggested was a travelling Architectural Exposition with news releases in each city, with speakers at local group meetings. It could be effective at this time.

The thought dominating the next subject was the integration of the private architect with agencies rendering architectural services during the time ahead. The discussion pivoted around Chairman Goldberg's report of the COMMITTEE ON NEW YORK STATE PUBLIC WORK. This knotty problem has long been with us. The Committee considered it from all angles and made studied recommendations, which after thorough discussion, were adopted by the Directors.

At last the NOMINATING COMMITTEE succeeded in getting recognition from the Chair. The Secretary cast his instructed ballot and the Chair declared elected: James William Kidney, President; C. Storrs Barrows, Vice-President; Charles R. Ellis, Vice-President; Martyn L. Weinstein, Vice-President; Matthew W. Del Gaudio, Treasurer, and John T. Briggs, Secretary.

Mr. Teller, on behalf of the Mid-Hudson Valley Society of Architects, stated that all technical requirements for formal admission to this Association were now completed, and he requested formal acceptance "for the benefit of the record", of his Society as a Constituent Organization Member of this Association. The vote was affirmative and enthusiastic.

Next, Chairman Mertin of the COMMITTEE ON PRESS RECOGNITION reported the work and suggestions of his Committee. After discussion, he and the Directors were of the opinion that the subject of the Committee should be one of the items on the agenda of the new PUBLIC RELATIONS COMMITTEE.

Mr. Cantor proposed and the Directors adopted the policy of a Council with hope for official status later, to adjudicate malpractice. (That is, of course, if some erring Architect should ever so far forget himself.)

The 1941 CONVENTION COMMITTEE, through Vice-President Ellis, gave an ad interim report; an interesting pattern pointing toward even nobler achievements in Buffalo in 1942.

After which the meeting adjourned in time for the Directors to attend the New York Society of Architects dinner at the Hotel McAlpin, at 6:30 P. M. We entered and sat only to arise, to President Eccles' solemn toast "To our Country and its President". Then the pledge of allegiance was recited by the entire gathering led by Mr. Del Gaudio.

President Eccles read a telegram from Senator Dunnigan, "Regrets. Called by Governor Lehman for defense work.

He then introduced Commissioner Wilson, who with case and good humor installed the officers of the New York Society of Architects for 1942. President Kidney was introduced and bestowed upon Senator Dunnigan in absentia the Appreciation Scroll from this Association for services rendered to the profession and to the public. We all regretted the Senator's absence but applauded its cause.
AMONG OUR CONSTITUENTS
(Continued)
First Vice-President: Max Cantor, Second Vice-President: Sidney L. Strauss, Third Vice-President: John Briggs, Secretary; John Carroll, Treasurer; Alfred Lama, Financial Secretary and William Minoghe, Assistant Secretary.

Our good friend Myron Teller of the Mid-Hudson Valley Society was the recipient of many congratulations, the occasion being his birthday.

Alfred Eccles, the retiring President, acted as master of ceremonies.

Many city dignitaries were in attendance and the perennial “Bill Koch” did a masterful job as Chairman of the Arrangements Committee.

BROOKLYN SOCIETY OF ARCHITECTS
All officers of the Brooklyn Society were re-elected for a second term, and will be installed at the annual dinner to be held at the Granada Hotel in Brooklyn, New York on January 29, 1942.

The slate of officers re-elected is headed by Alfred A. Luna, as President, and includes Michael Marlo, 1st Vice-President; John J. Carroll, 2nd Vice-President; Leo V. Berger, Recording Secretary; Harry Finkelstein, Financial Secretary; Dominick Salvati, Treasurer; Maxwell A. Cantor, State Ass’n Director.

MID-HUDSON VALLEY SOCIETY
The December meeting of this society was held at the Grover Clinton Hotel in Kingston.

James O. Hoyle of the New York State Education Department discussed at considerable length violations of laws affecting architects. The chief problem of enforcing the law today, Mr. Hoyle stated, arose from the actions of some licensed architects who allow the use of their seal in connection with plans they have not prepared, or which were not prepared under their supervision. It was stated that this was a serious violation of the law and subject to the penalties thereof.

BROOKLYN CHAPTER A. I. A.
President, Joseph Mathieu, expedited the business meeting and requested Ralph M. Rice, Chairman of the Current Work Committee, to proceed with the “CIVIC NIGHT” festivities.

To mark this occasion fittingly, the Chapter celebrated with a Gala Dinner meeting attended by some of the most distinguished Citizens of Brooklyn, among whom were Justice of the Supreme Court Charles C. Lockwood, Messrs. Edwin H. Thatcher, Chairman of the Borough’s Advisory Planning Board; Robert H. Bennett of the Brooklyn Trust Co.; Milton Van Deveer of the Home Title Guarantee Co.; Joseph W. Catherine, President of Brooklyn Rotary Club, and our guest speaker, Mr. Henry C. Davenport, President of the Down Town Brooklyn Association.

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Among the most prominent of these are the Buffalo Municipal Auditorium, Kleinhans Music Hall in Buffalo, Freer Art Museum and Supreme Court Building in Washington, Field Building and Chicago Civic Opera House in Chicago, Radio City and Metropolitan Life Insurance Buildings in New York City, Buli Planetarium in Pittsburgh, Gimbel Bros., Philadelphia, N.B.C. and Walt Disney Studios in Los Angeles.

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